



FOCUS Newsletter

November
2010
**SPECIAL
EDITION**

Interview with a confident and enthusiastic Laurent Pellerin

In this edition, we present an interview with the Chairman of the Farm Products Council of Canada (FPCC or the Council), **Laurent Pellerin**. Mr. Pellerin is very enthusiastic about his appointment and shares with us his views on, and vision for Canadian agriculture, agricultural industries and the importance of the FPCC's role.

Values, family and commitment

Communication, collaboration, work, commitment and perseverance.

These are the values advocated by **Laurent Pellerin**. He learned them as a young man, when he was national organizer for the Boy Scouts, now Scouts Canada. "I don't understand how anyone could not want to work for the advancement of his field of endeavour, his family and himself."

This natural leader and his wife decided to leave the city in 1972 and buy a hog farm. It was a fairly risky adventure, as neither had any farming experience. Armed with their desire and determination, they worked long, hard hours and made this enterprise a success. The couple has three children—two boys and a girl—and five grandchildren.



continued page 2

IN THIS ISSUE

- * Interview Mr. Pellerin
- * Council Business
- * Council Decisions
- * Government News
- * Upcoming Meetings
- * Did you Know?

COMMENTS or QUESTIONS

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FOCUS Newsletter

Today, Mrs. Pellerin and their two sons work on the farm full time. On weekends and when he is on vacation, Mr. Pellerin works in the piggery or in the sugar bush that is on their land. “My daughter always tells me that I work too hard. I think it’s my outlet for too much energy!” he says cheerfully.

In the late 1970s, he was encouraged to participate in producers’ meetings and was asked to become actively involved in his region’s hog producers’ union. He soon became a member of the executive of the Fédération des producteurs de porcs du Québec (Fédération), and he became President of the Fédération in 1985. It was also at this time that he became an executive member of the Union des producteurs agricoles (UPA).

He left his mark on the presidency of the Fédération from 1985 to 1993 by working for collective marketing and the establishment of a centralized hog selling system, a hog grading system, and the launch of various major promotional programs. You no doubt remember the advertising campaigns “*Lancer la pelure de banane*,” and “*Le gras du porc est à l’extérieur de la viande*” and the magazine *Porc Québec*, all of which were very successful. “These are projects that were studied in advertising schools and that are still cited today,” he adds proudly.

His desire to change things and help all food producers to organize themselves continued and led to his becoming UPA President in 1993. Thanks to his talent for bringing people together, the proportion of Quebec farm producers who were UPA members rose from 89 percent to 95 percent. A number of groups became affiliated with the UPA over the years, among them the Quebec Farmers’ Association, the Quebec union of greenhouse producers, the Quebec federation of large game producers and the

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Quebec federation of organic agriculture producers. Mr. Pellerin’s role in the UPA led him to participate in the creation of other organizations with the aim of helping farmers. He assumed the presidency of UPA-Développement international (UPA-DI) and of AgriCord, which is made up of seven or eight organizations similar to UPA-DI, but with an international focus. He was the founding Chair of the Conseil pour le développement de l’agriculture du Québec, which was the result of an agreement between the UPA and Agriculture and Agri-Food Canada, and he was President of the Financière agricole du Québec, which resulted from a merger of the Régie des assurances agricoles du Québec and the Société de financement agricole. In 2005, Mr. Pellerin was awarded the title of Chevalier of the Ordre national du Québec in recognition of his contribution to agriculture in the province.

His mandate, his objectives

The last two years in the Canadian Federation of Agriculture led him to ask himself what more he could do for agriculture and agri-food. **Laurent Pellerin** explains: “When the presidency of the FPCC

continued page 3



Pellerin family farm

FOCUS Newsletter

became vacant, I saw it as an opportunity to expand the Council's role, to make it something like the Canadian Dairy Commission or the Canadian Wheat Board, to get the industry stakeholders to work together even more, using Canadian legislation." Mr. Pellerin believes that dairy producers are one of the few groups that make the best use of the legislative foundation that exists in Canada. "It's clear to me that optimal use isn't made of the powers provided for in the *Farm Products Agencies Act* (FPAA), especially in Part III." In that connection, he completely supports the priority placed by the Council on encouraging the creation of promotion and research agencies.

Mr. Pellerin has a clear vision of his mandate with two main objectives: First, to help-strengthen the supply management system by making it more effective and more transparent and by making it less subject to criticism. Secondly, he wants to increase the number of national promotion and research agencies to make the industry more competitive and to expand the Council's role, "something that I intend to do by making this tool and the Council known to producers of all kinds." He wants to inform the public regarding the Council's role. "What purpose does it serve? Even though it's small, what impact can it have in concerted efforts with the agencies already in place?" Mr. Pellerin believes that the FPCC, which is the conduit between the agencies and the federal government, must ensure that the system operates in a reasonable way, for the benefit of all—from producers to consumers—and must ensure the industry's sustainability. In his opinion, this is a key role, since the agencies are not subject to the *Competition Act*.

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The Council must also make sure that there is reasonable discussion among producers, processors and consumers, to take into account today's realities. "When the stakeholders look at us, they should feel secure, knowing that the Council is overseeing the industry's activities and ensuring that all the parties get full value."

A man with a vision

His early days in farming made him think about part-time farmers who should have a place in the industry, as well as about new arrivals. He is interested in the future of these new farmers, not only those who inherit the family farm, but also men and women, who, as he and his wife did, decide to move from the city to the country and make a

life for themselves there. What do these people need? "That's something that needs to be part of every discussion when the federal-provincial agreements are being renewed."

At present, the poultry industry is doing well, but Mr. Pellerin believes that, in the medium term, the agencies will have to sit down and examine their actions and roles to make sure that everything is being done in the best way possible. The supply management system is watched and criticized on all sides. The system is often compared—and wrongly so, according to Mr. Pellerin—to a monopoly. "When you have to reach an agreement with ten provincial organizations on a national level, with industry people and consumers in the mix, I think that what you have is far from a monopoly."

continued page 4

FOCUS Newsletter

"The way in which I was welcomed at the FPCC was exemplary! What I liked most was the professionalism of the staff and their positive attitude, the high quality of the materials prepared, as well as the efforts devoted to facilitate my integration."

In the long term, there are the negotiations with the World Trade Organization. "Yes, there is a degree of risk, but I'm confident that the biggest challenge in the long run in the sectors that have supply management is that represented by the producers themselves." Mr. Pellerin wonders whether all the producers still believe in this system. Do they believe in it enough to modernize it? Can the system change? Are the producers committed enough to change the critics' perception, to make the system an active one that adapts quickly to its environment?

...and more

The egg, poultry, turkey and hatching egg industries do not have the largest number of producers in Canada. Mr. Pellerin would like the *Farm Products Agencies Act* to promote a larger number of producers. "A way has to be found to expand the clientele, through Part III or even Part II," he says. He continues by citing the example of sugar beet producers. They administer a provincial quota system, similar to what is provided for in Part II of the *FPAA*. "They do it well, without the *FPAA*."

Even though it was seventeen years ago that Part III was added to the *FPAA*, so far only the Canadian Beef Cattle Research, Market Development and Promotion Agency has been established. The FPCC Chairman strongly believes that the Council must promote the

FPAA, make it known, so that it promotes a larger number of producers in all areas of agriculture. "Groups that express an interest must be encouraged and assisted in their efforts, on both the financial and technical levels. There is no magic formula," he says. In his career, he has observed many farmers' groups throughout Canada, and he has come to the conclusion that they all have their own special characteristics and needs. Each group that wants to use the *FPAA* will have to establish its own project.



The objective is to support the farmers' groups; Mr. Pellerin even considers the option of recommending changes to the act if necessary to make it more flexible, in order to meet producer's needs.

Ultimately, **Laurent Pellerin** believes that communication as a organizational quality, tool and strategy is the key to success for any individual or organization. "You have to use language that is clear, honest and transparent, and that is what I plan to do as FPCC Chairman," he says with determination.

FOCUS Newsletter



Council Business (Other news)

FPCC Data Handbook Published

The Farm Products Council of Canada's 2010 *Poultry and Egg Industry Reference Guide* has been recently published. This 9th edition represents a continuing step toward enriching the quality of data available to all Canadians interested in these

industries and in illustrating the importance of the poultry and egg industries in Canada.



collaboration of Agriculture and Agri-Food Canada, other government departments, the four national poultry and egg agencies and industry partners and stakeholders.

If you would like a copy of the 2010 new edition, please communicate with **Chantal Lafontaine**, Communication Officer at chantal.lafontaine@agr.gc.ca or by phone at 613-995-9148.



Council Business (Decisions)

Chicken Farmers of Canada (CFC)



Amendment to Canadian Chicken Marketing Quota Regulations for A-102

During the November 16, 2010 Council meeting, Members approved the Canadian Chicken Marketing Quota Regulations establishing a domestic quota allocation of 203,872,155 kilograms chicken live weight (150,127,263 eviscerated) and a market development quota of 12,138,901 kilograms of chicken live weight (8,936,949 eviscerated) for the period beginning January 2, 2011 to February 26, 2011.

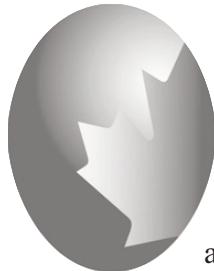
Council agreed with CFC's A-102 proposed allocation as the current market conditions are generally positive for all sectors of the chicken industry. Council members were of the view that these market conditions were expected to remain positive throughout the A-102 allocation period and the proposed allocation adequate to meet consumer needs at reasonable price. The amendment also satisfies the requirements of CFC's legal framework.

SCHEDULE (Sections 1, 5 and 7 to 10) LIMITS FOR PRODUCTION AND MARKETING OF CHICKEN FOR THE PERIOD BEGINNING ON JANUARY 2, 2011 AND ENDING ON FEBRUARY 26, 2011			
Item	Column 1 Province	Column 2 Production Subject to Federal and Provincial Quotas (in live weight) (kg)	Column 3 Production Subject to Federal and Provincial Market Development Quotas (in live weight) (kg)
1.	Ont.	67,618,806	2,630,000
2.	Que.	55,200,353	4,818,000
3.	N.S.	7,203,859	0
4.	N.B.	5,837,513	0
5.	Man.	8,624,474	465,000
6.	B.C.	29,770,913	2,280,000
7.	P.E.I.	776,990	0
8.	Sask.	7,327,859	1,025,901
9.	Alta.	18,639,901	920,000
10.	Nfld. and Lab.	2,871,487	0
Total		203,872,155	12,138,901

FOCUS Newsletter

Canadian Hatching Egg Producers (CHEP)

Amendment to the Canadian Broiler Hatching Egg Marketing Agency Quota Regulations – Final 2010 Allocations and Initial 2011 Allocations



On November 16, 2010 during Council's meeting, Members approved the Canadian Hatching Egg Producers' (CHEP) amendments to the Canadian Hatching Egg Producers Quota Regulations for Schedule 1 (final allocation for 2010) and Schedule 2 (initial allocation for 2011).

In reviewing the quota regulation amendments the Council Members found that both amendments satisfied the requirements of the Agency's Federal-Provincial Agreement as well as the Agency's by-laws. In addition, Members concluded that amendments will lead to stable market conditions for both broiler hatching egg producers and for hatcheries.

The amendment to Schedule 1 comes into force the day it is registered and the amendment to Schedule 2 comes into force on January 1, 2011.

Effective during the period beginning on January 1, 2010
and ending on December 31, 2010

Item	Province	Number of Broiler Hatching Eggs	
		Column I Interprovincial and Intraprovincial Trade	Column II Export Trade
1.	Ontario	208,094,498	0
2.	Quebec	180,502,184	0
3.	Manitoba	32,693,628	0
4.	British Columbia	102,690,332	0

Effective during the period beginning on January 1, 2011
and ending on December 31, 2011

Item	Province	Number of Broiler Hatching Eggs	
		Column I Interprovincial and Intraprovincial Trade	Column II Export Trade
1.	Ontario	210,736,297	0
2.	Quebec	182,788,094	0
3.	Manitoba	33,108,684	0
4.	British Columbia	103,994,018	0



Government News

The First National Future Farmers Network

Jean-Pierre Blackburn, Minister of Veterans Affairs and Minister of State (Agriculture), was very pleased to welcome participants to the first National

Future Farmers Network, which was held in the National Capital Region on November 15 and 16, 2010.

The National Future Farmers Network brought together approximately 45 participants from across Canada representing a broad range of farming activities, as well as observers from producer organizations, young farmers' associations, and various federal and provincial government departments' representatives.

For more information on young farmers please visit www.agr.gc.ca/youngfarmers.

FOCUS Newsletter

GOC Invests in Research to Boost Poultry Industry

Canadian poultry producers and consumers will benefit from a Government of Canada investment aimed at helping the industry become more competitive in markets here and abroad. Member of Parliament **Ed Fast** (Abbotsford), on behalf of Agriculture Minister **Gerry Ritz**, announced on November 10, 2010 an investment of \$1.8 million to bring together scientific expertise from academia, industry and government to address sector priorities and challenges concerning poultry health, food safety and quality, and production practices.

This investment will pull together the best and brightest poultry scientists to help improve the competitiveness and sustainability of poultry farming and the research will enhance production methods and foster innovations for high-quality products for consumers.

The Canadian Poultry Research Council (CPRC), which represents poultry organizations across Canada, will manage this investment to address key priorities identified by the sector. Research will focus on strategies to enhance poultry health and welfare, new production practices, and innovative products including new vaccines to protect birds and people from diseases such as clostridia, salmonella, and avian influenza. By gaining a better understanding of diseases and developing alternative treatments, the industry will continue to provide nutritious and safe poultry products.

Producers are looking for ways to make their operations more sustainable and enhanced farming practices are important to the future success of the industry. This investment will support the CPRC and other industry partner contributions of over \$759,000 for the cluster.

The Canadian poultry industry contributes significantly to the economy, generating farm gate receipts of over \$3.2 billion in 2009 for all egg and poultry products. The Poultry Cluster initiative is delivered through the Growing Forward framework under the Agri-Innovations program, a \$158 million five-year program that supports industry-led science and technology projects.

For more information please visit www.agr.gc.ca

GOC Invests to Create New Market Opportunities

The GOC is helping Northlands Park showcase Farmfair International's status as a top business destination for the international livestock industry. A \$40,000 investment was announced on November 10, 2010 by Member of Parliament **Brian Storseth** (Westlock-St. Paul), for Northlands Park, on behalf of Agriculture Minister **Gerry Ritz**, to promote the event and establish the International AgBusiness Centre (IABC).

Farmfair International is among North America's premiere agriculture showcases which helps bring together buyers and sellers and also supports the creation of new opportunities for Canadian farmers and exporters.

This event took place from November 5–14, in Edmonton, Alberta. Each year, Farmfair showcases over 1,000 head of cattle, with thousands of guests attending the fair to show and sell top quality livestock. Last year, the event attracted 970 exhibitors and approximately 80,000 visitors.

continued page 8



FOCUS Newsletter

The IABC educates, showcases and facilitates the exchange of Canadian and Alberta Agriculture industry knowledge and genetics within national and international markets. The centre provides a meeting place for international exporters and buyers of Canadian genetics to conduct business while interacting with domestic and international partners. Last year, 70 international guests representing 12 different countries came to Farmfair.



This investment is provided through the AgriMarketing program, which helps producers and processors increase exports of Canada's safe, high-quality products around the world. The program helps implement long-term international strategies which include activities such as international market development, consumer awareness and branding and industry-to-industry trade advocacy.

For more information please visit www.agr.gc.ca

Cutting Edge Technology to Improve Food Safety

A pilot plant research facility opened on November 9, 2010 at Agriculture and Agri-Food Canada's Guelph Food Research Centre (GFRC) which will help Canadian farmers and consumers benefit from advances in food safety technologies. The upgrades to the facility were funded by the \$1.15 million investment under the

Modernizing Federal Laboratories Initiative of the Government of Canada's Economic Action Plan.

The upgraded laboratory, the only one of its kind in Canada, will help our scientists test-drive the latest food



processing technologies and help us improve Canada's food safety system. The research undertaken will help create products with longer shelf life and improved quality, benefiting our farmers, food processors and consumers.

The pilot plant facility is unique in Canada for being able to work with pathogens such as Escherichia coli, Listeria and Salmonella to validate emerging food safety technologies in the country. Some of the emerging food safety technologies to be investigated in the new laboratory involve treatment of pathogens with ultra high pressure, ultra-violet light, microwaves, ultrasounds and ozone. Within the facility, three special containment units, called BioBubbles, will contain any contaminated materials produced while testing processes and prevent release of pathogens in the environment. As well, a microbiology lab and a cold storage unit are dedicated to the lab's activities.

The facility will be used by scientists at Agriculture and Agri-Food Canada, the Canadian Food Inspection Agency, Health Canada, the Public Health Agency of Canada, the University of Guelph and the food industry. It will foster numerous collaborative opportunities among industry, government and academic partners.

For more information please visit www.agr.gc.ca

FOCUS Newsletter

GOC Invests in Saskatchewan's Food Industry

The Government of Canada announced up to \$307,000 to help the Saskatchewan Food Industry Development Centre meet the growing demand for nutritional products. Member of Parliament **Brad Trost** (Saskatoon-Humboldt) made the announcement on behalf of Agriculture Minister **Gerry Ritz**. This investment under the Canadian Agricultural Adaptation Program (CAAP) will be administered by the Agriculture Council of Saskatchewan (ACS).

The funding will help the Food Centre create a dream team of experts who will help Saskatchewan food processors develop more nutritional food product lines. The GOC is helping to grow markets for Canadian farmers and processors in Saskatchewan – while providing healthier food choices for consumers.

This project will develop a team that can assist companies in developing healthy choice product lines and reformatting existing products to meet reduced targets for sodium and fat. Specifically, this project will provide information on new consumer expectations, alternatives for ingredients and new processing technologies and will assist with technology transfer to the food processing industry.

The Canadian Agricultural Adaptation Program (CAAP) is a five-year (2009–2014), \$163 million national program with the objective of facilitating the agriculture, agri-food, and agri-based products sector's ability to seize opportunities, to respond to new and emerging issues, and to pathfind and pilot solutions to new and ongoing issues in order to help it adapt and remain competitive.

For more information on CAAP, please visit www.agr.gc.ca/caap.

Upcoming Meetings - 2010

December 2010

Dec. 1-2

Dec. 14-17

Turkey Farmers of Canada

Farm Products Council of Canada

Toronto

Ottawa



What do you know about farming in Canada?

Animals and crops and land... oh my! Canada's farms are exciting places to visit: take a look for yourself and visit Agriculture and Agri-Food Canada's Student's Corner on their website. You'll find sections on Fun Stuff, Science Explained, Tomatosphere and much more!

Visit www.agr.gc.ca and go to the bottom of the Home page and click on the Student's Corner link in the right hand side menu box.